

MAISON & OBJET PARIS

**Present your products,
target and inform professionals,
optimise your participation.**

MÉDIA KIT

CONTACT OUR ADVERTISING AGENCY

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Maison&Objet has been setting the standard in the world of home interiors, both in France and worldwide. In addition to the twice-yearly trade show, it boasts a vast online community that's active all year round.

After such a long absence, we can't wait to see you again, and, with our new packages, help you showcase and sell your latest collections. Get in touch with us so that, together, we can make your participation in the fair a real success.

AT EACH EDITION

85,000
VISITORS
130,000 visits



International



Retailers



Key Influencers

3,000
EXHIBITORS

3,500
Brands

2,800
Journalists



845 K
Followers on
Instagram



30 K
Followers
on LinkedIn



636 K
Followers on
Facebook



32 K
Followers
on Pinterest

Maison&Objet is also an online community of qualified individuals ever on the lookout for new products and trends. For this community, Maison&Objet is both a go-to trend scout and a lifestyle sector during the key moment of its trade shows.

Maison&Objet keeps the buzz going in its community using a panel of various supports, which means you can manage your visibility as you see fit.

FROM **350€** EX-TAX

CATCH THE EYE OF THE MARKET'S KEY PLAYERS

Whether you want a hard-hitting campaign during the trade show, or a continuous presence throughout the year, the print, digital and on-site poster platforms give you all the choice you need and can be tailored to suit your strategy. From 350 €. Customized package, Special display (XXL) on request.

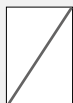


GUIDE

For an advertising strategy targeting

VISITORS

The trade show's must-have programme



ADVERTISING PAGES



FOCUS GUIDE

(a choice of 4 options)



WEB SITE

For an advertising strategy that's

INTERACTIVE

The community's online meeting place + an ideal place to showcase your product to a wide public



TOP



FOCUS WEB



THE M&O APP

For an advertising strategy that's

MOBILE

Real-time contacts with purchasers



BANNERS



ON-SITE ADS

For an advertising strategy

ON-SITE

Make sure visitors notice you as soon as they arrive



AFFICHE



FOCUS ON-SITE ADS

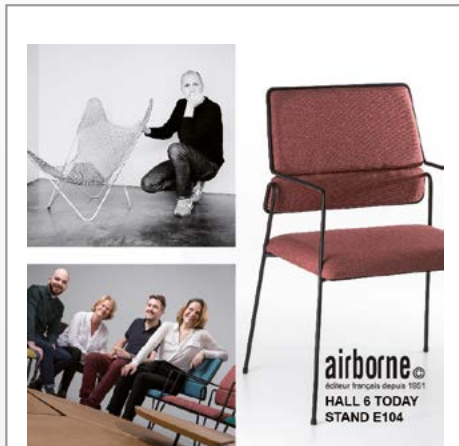
FOCUS FORMULA **P.4** : put your products under the spotlight. Simple and effective, you choose the platform and the format, technical costs included.

FOCUS PACKAGE **P.5** : Do you want visibility across 2, 3, 4 platforms? Constitute your very own bespoke package with an advantageous sliding price scale.

'FOCUS' OPTIONS

MAXIMUM EFFICIENCY – MINIMUM COST

This illustrated selection of products with a 'shopping guide' feel provides a powerful incentive to visit the trade show. Simple and effective, you get to choose the media and the format, technical costs included.



AIRBORNE
TODAY
HALL 6 — STAND E104-F103

Editeur français depuis 1951 : Fauteuils AA, Collections Miss Trèfle et Impala. / French manufacturer since 1951: AA chair, Miss Trèfle and Impala collection.

contact@airborne.fr T. + 33 (0)5 58 71 98 20
www.airborne.fr

3 possible formats:



1/4 PAGE

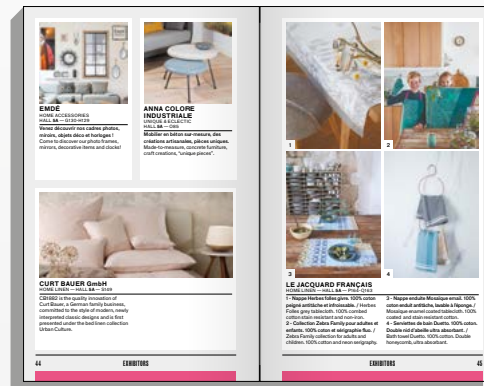


1/2 PAGE



FULL PAGE

1 or 4 visuals



FOCUS GUIDE

ESSENTIAL –
FREE OF CHARGE
100,000 copies

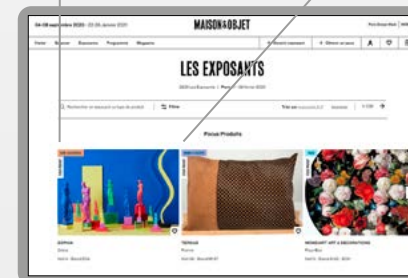


An illustrated selection of products presented in an editorial content style.
Standard page layout: visual, brand name, hall, sector, stand no and short text.

FOCUS WEB WEB SITE

DIGITAL MEETINGS
365 days a year

Highlights a small selection of brands and products.



FOCUS ON SITE ADS

LARGE SCALE – SMALL PRICE

An ensemble of advertising panels placed at the entrances to the trade show.



UP TO
-20%

'FOCUS' PACKS

Optimize your budget while receiving maximum exposure, both during and after the fair.
Create your customized Package at a discounted rate, with technical fees included



3 PACKS START

WEB SITE + GUIDE 1/4 PAGE + ON-SITE ADS

1 Focus Web plus link
+ 1 Focus Guide 1/4 page
+ 1 Focus on-site ad A4

▶ **1 200 €** EX-TAX
instead of
~~1 550 €~~ EX-TAX

3 PACKS ESSENTIEL

WEB SITE + GUIDE 1/2 PAGE + ON-SITE ADS

1 Focus Web plus link
+ 1 Focus Guide 1/2 page
+ 1 Focus on-site ad A4

▶ **1 800 €** EX-TAX
instead of
~~2 100 €~~ EX-TAX

3 PACKS EXCELLENCE

WEB SITE + GUIDE FULL PAGE + ON-SITE ADS

1 Focus Web plus link
+ 1 Focus full page
(choice of 1 or 4 visuals)
+ 1 Focus on-site ad A4

▶ **2 500 €** EX-TAX
instead of
~~2 900 €~~ EX-TAX

2 Focus Web plus link
+ 2 Focus Guide 1/4 page
+ 2 Focus on-site ad A4

▶ **2 600 €** EX-TAX
instead of
~~3 100 €~~ EX-TAX

2 Focus Web plus link
+ 2 Focus Guide 1/2 page
+ 2 Focus on-site ad A4

▶ **3 600 €** EX-TAX
instead of
~~4 200 €~~ EX-TAX

2 Focus Web plus link
+ 2 Focus Guide full page
(choice of 1 or 4 visuals)
+ 2 Focus on-site ad A4

▶ **4 900 €** EX-TAX
instead of
~~5 800 €~~ EX-TAX

3 Focus Web plus link
+ 3 Focus Guide 1/4 page
+ 3 Focus on-site ad A4

▶ **3 900 €** EX-TAX
instead of
~~4 650 €~~ EX-TAX

3 Focus Web plus link
+ 3 Focus Guide 1/2 page
+ 3 Focus on-site ad A4

▶ **4 900 €** EX-TAX
instead of
~~6 300 €~~ EX-TAX

3 Focus Web plus link
+ 3 Focus Guide full page
(choice of 1 or 4 visuals)
+ 3 Focus on-site ad A4

▶ **6 900 €** EX-TAX
instead of
~~8 700 €~~ EX-TAX

THE GUIDE

For an advertising strategy targeting visitors



AN INDISPENSABLE COMPANION FROM THE OFF

If you only needed one thing, this would be it!
 All the essential details visitors need during and after the fair.
 Helps them search for exhibitors, for all that's new, for the trend spaces, events, talks, and for all the services available.
 Complimentary distribution at information desks, welcome areas, press lounges, the Club... and at all the strategic locations throughout the fair.
 An exceptional "take-up" rate both during and after the fair.



CIRCULATION

100,000
EX.

DISTRIBUTION

FREE OF CHARGE

Available at the trade show

CONTENTS

A general map, an alphabetical list of exhibitors and stand numbers, special spaces, events and places to eat.

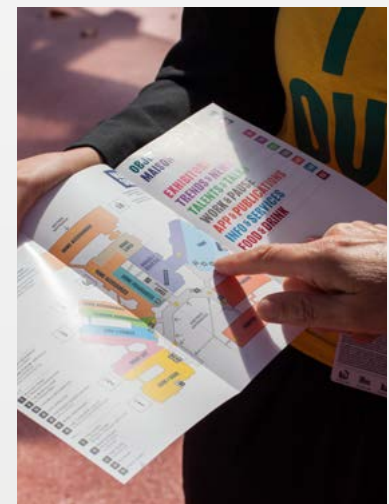
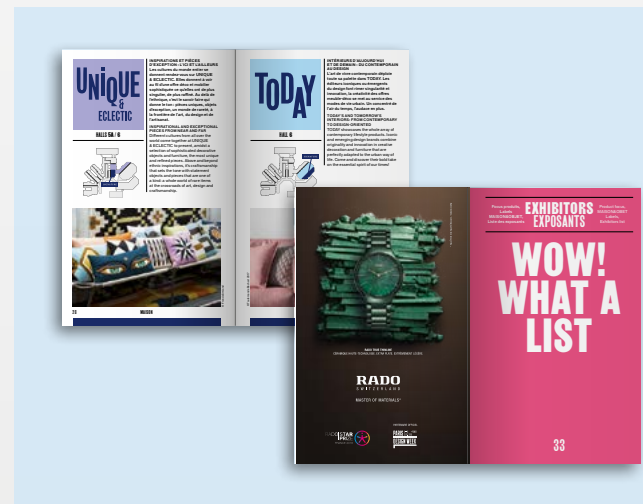
Product selections made by exhibitors are found on the FOCUS pages.

LIFESPAN

BETWEEN 6 MONTHS AND 1 YEAR

FORMAT

116 x 185 mm





Format: 116x185 mm
Circulation: 100,000 ex.

THE GUIDE

For an advertising strategy targeting visitors

GUIDE ADS

Find the perfect position for your print ad.

FULL PAGE

4,000 € EX-TAX

Presentation by sector (front or back)

4,500 € EX-TAX

Contents, introduction in front of : product focus / Maison&Objet itineraries / exhibitors / trends & news / talents & talks / work & pause... (front or back)

5,000 € EX-TAX

1st page

DOUBLE PAGE SPREAD

8,000 € EX-TAX

1st or 2nd double page spread

7,700 € EX-TAX

Following double page spreads

COVER

6,800 € EX-TAX

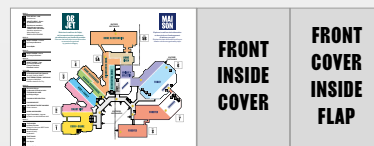
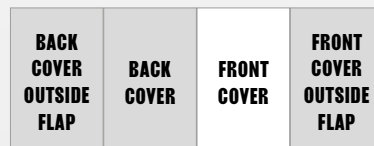
Front or back inside cover, outside flap

8,500 € EX-TAX

Back cover

12,000 € EX-TAX

Back inside cover+ inside flap



FOCUS GUIDE

An all-inclusive formula with a standard page layout to promote your products:

visual(s), brand, hall, sector, stand no and accompanying text.



1/4 PAGE

650 € EX-TAX

- 1 visual 43,5 x 42 mm
- French / English text (80 characters per text)



1/2 PAGE

1,200 € EX-TAX

- 1 visual 95 x 42 mm
- French / English text (210 characters per text)



FULL PAGE

2,000 € EX-TAX

- 1 visual 95 x 126 mm or 4 visuals 46,5 x 62 mm
- French / English text (280 characters per text)

EMDÉ
HOME ACCESSORIES
HALL 5A — G130-H129

Venez découvrir nos cadres photos, miroirs, objets déco et horloges !
Come to discover our photo frames, mirrors, decorative items and clocks!

ANNA COLDFE INDUSTRIALE
INDUSTRIALE

EMDÉ

EMDÉ

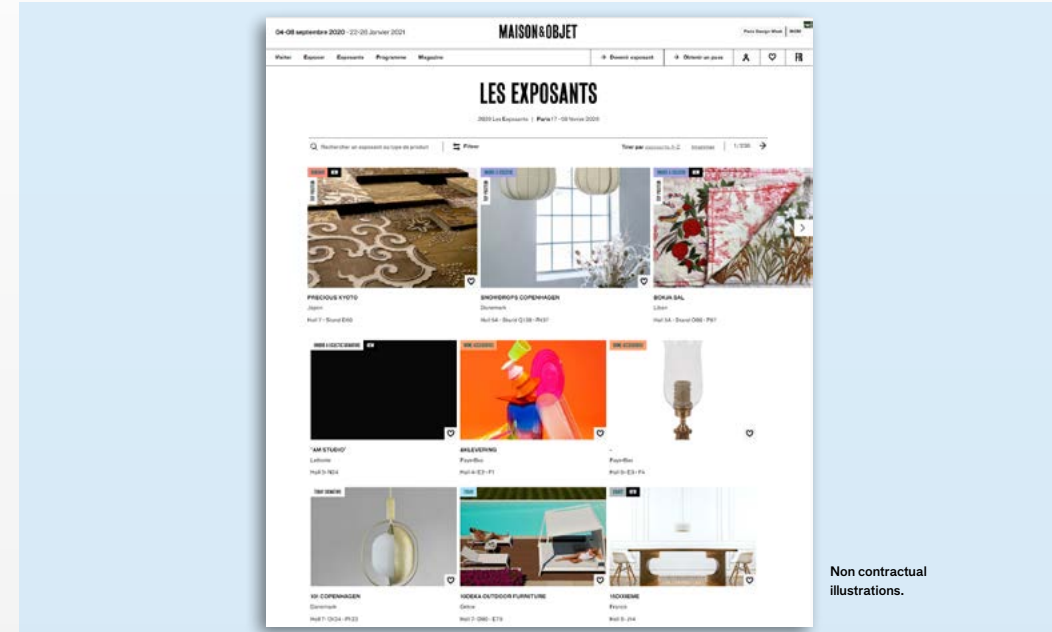
THE WEB SITE

For your interactive advertising needs



THE LIFESTYLE COMMUNITY'S ALL-YEAR-LONG VIRTUAL MEETING PLACE

This web site brings together the entire M&O community and is the go-to place for prospective purchasers. It's an attractive place to showcase products to members of the general public interested in design, decoration and lifestyle products and what's more, it's accessible 24 hours a day, 365 days a year wherever you may be.



Non contractual illustrations.

TRAFFIC

10 M
PAGE VIEWS

AVERAGE VISIT DURATION

8
minutes

CONTENTS

Presents M&O, a review of each sector and the list of exhibitors, in addition to news items, practical information.

2,4 M
VISITS / YEAR

90%
of purchasers sign up in advance online



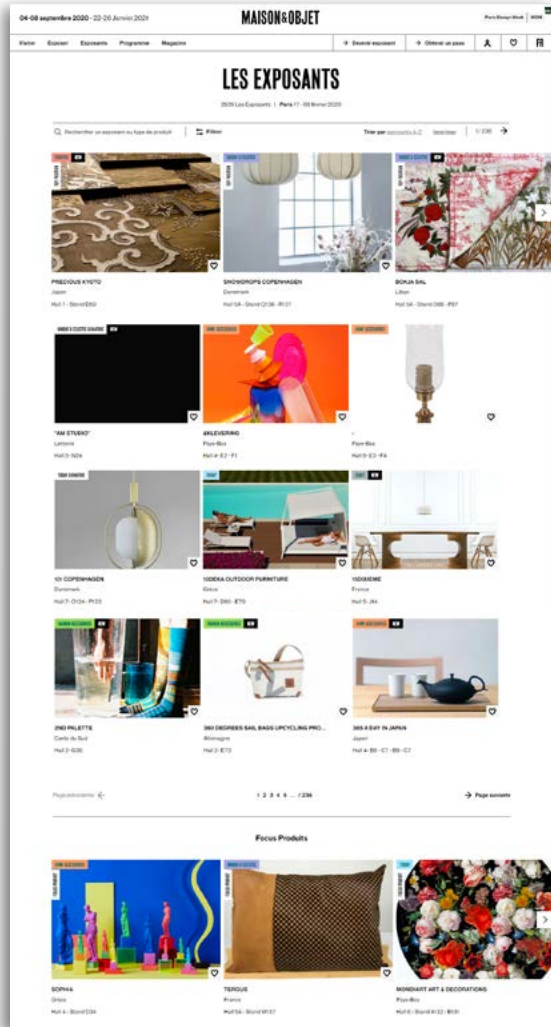
**NEW LARGER
FORMAT
FOR GREATER
VISIBILITY**



10 million page views
and 2.4 million visits
per year

THE WEB SITE

For your interactive advertising needs



**TOP
POSITION**

exhibitors
list

**FOCUS
WEB**



TOP POSITION

A position at the top of the frequently visited exhibitor list (in the Exhibitor Section, which is active for 6 months max per session) and a link to your product sheets, contact details and website: visibility guaranteed.

1,200 €^{EX-TAX}

1x
top position

2,200 €^{EX-TAX}

2x
top position

3,000 €^{EX-TAX}

3x
top position

FOCUS WEB

A small selection of brands and products are showcased at the bottom of every page in the Exhibitor Section (which is active for 6 months max per session), as well as on the pages / category, with a link to your product sheets, contact details and website.

550 €^{EX-TAX}

1x focus web

900 €^{EX-TAX}

2x focus web

1,200 €^{EX-TAX}

3x focus web

THE M&O APP

For your mobile advertising needs



A VERITABLE PERSONAL ASSISTANT FOR YOUR VISIT TO THE TRADE SHOW

Helps you find your way around with ease on the big day and access all the information you need: the list of exhibitors, maps, event and conference programmes etc. Meet the digital version of the Guide.



USAGE

29,000
DOWNLOADS
each edition

BANNERS

3 M
displays in
January 2020

CONTENTS

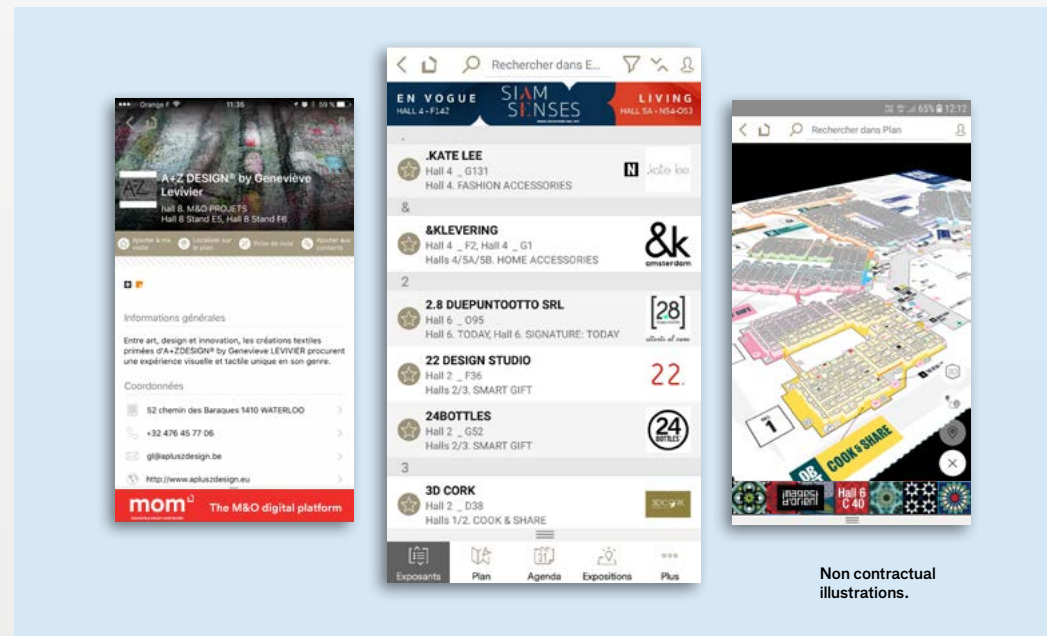
Maps, list of exhibitors, agenda, installation, favourite, personal 'my visit' space where you can create your own list of exhibitors and geolocate them during the trade show.

DISTRIBUTED

530,000
times

FREE OF CHARGE

Available on



Non contractual illustrations.



29,000 downloads
each edition,
530,000 times

THE M&O APP

For your mobile advertising needs

BANNER

Your brand is displayed on a banner at the top or at bottom of the screen. Link to your exhibitor entry. 2 options with alternating display (max. 3 banners) or exclusive presence

Pages
Information

Pages Installation
or Agenda

Page
Exhibitors

650 € EX-TAX

alternately

950 € EX-TAX

alternately

1,450 € EX-TAX

alternately

1,700 € EX-TAX

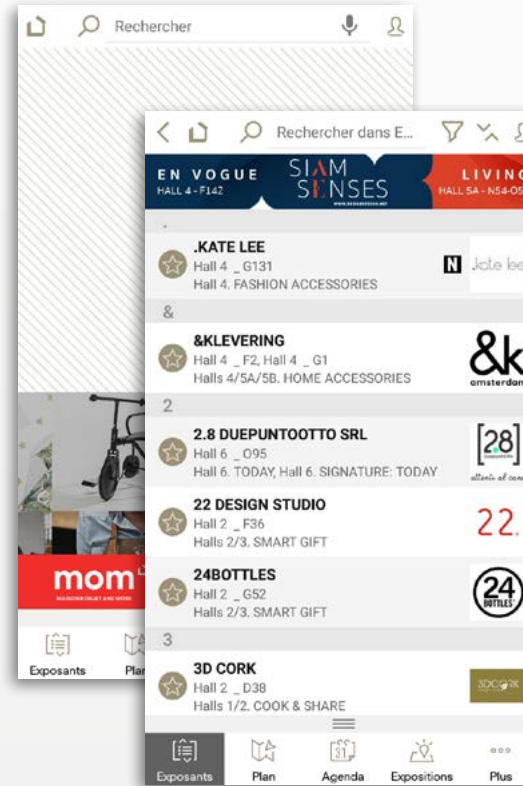
exclusive presence

2,500 € EX-TAX

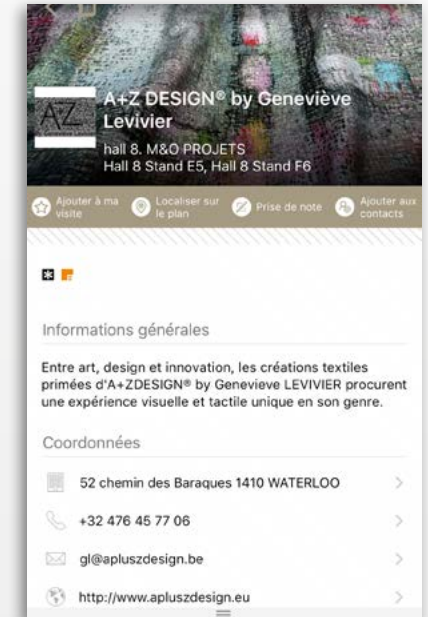
exclusive presence

3,800 € EX-TAX

exclusive presence



Link to your
exhibitor entry or
to your website



Non contractual illustrations.

**SPECIAL DISPLAY (XXL)
ON REQUEST**

ON-SITE ADS

For an on-site advertising strategy

**GET YOURSELF
NOTICED!**

Get noticed by visitors as soon as they arrive at the trade show thanks to an ensemble of panels placed at the entrances.



ENSEMBLE

**PANELS AT
HALL
ENTRANCES**

LIFESPAN

**DURING THE
TRADE SHOW**

FORMAT

L7 x H2 m

Choice of

2 formats

77 x 145 cm or
21 x 29,7 cm

CONTENTS

4 poster (77 x 145 cm)
and 36 focus (21 x 29,7 cm)
spaces available



SPECIAL DISPLAY (XXL)
ON REQUEST

ON-SITE ADS

For an on-site advertising strategy



Ensemble: 11 panels placed in the entrances

LARGE POSTER

Make your presence known with a splash!
Format : 77 x 145 cm

5,500 €^{Ex-TAX}

on the entire display network



18

18 > ANA ROQUE INTERIORS
ACTUEL
HALL 5B STAND B37 - C38
AUSTIN DINNING ROOM

FOCUS ON-SITE ADS

An all-inclusive formula with a standard page layout to promote your collections or your brand image.
Your photo (21 x 29,7 cm) and company information: business name, hall, sector, stand no and product name.

350 €^{Ex-TAX}

1 x focus on-site ad throughout the entire complex

900 €^{Ex-TAX}

3 x focus on-site ad Throughout the entire complex

1,650 €^{Ex-TAX}

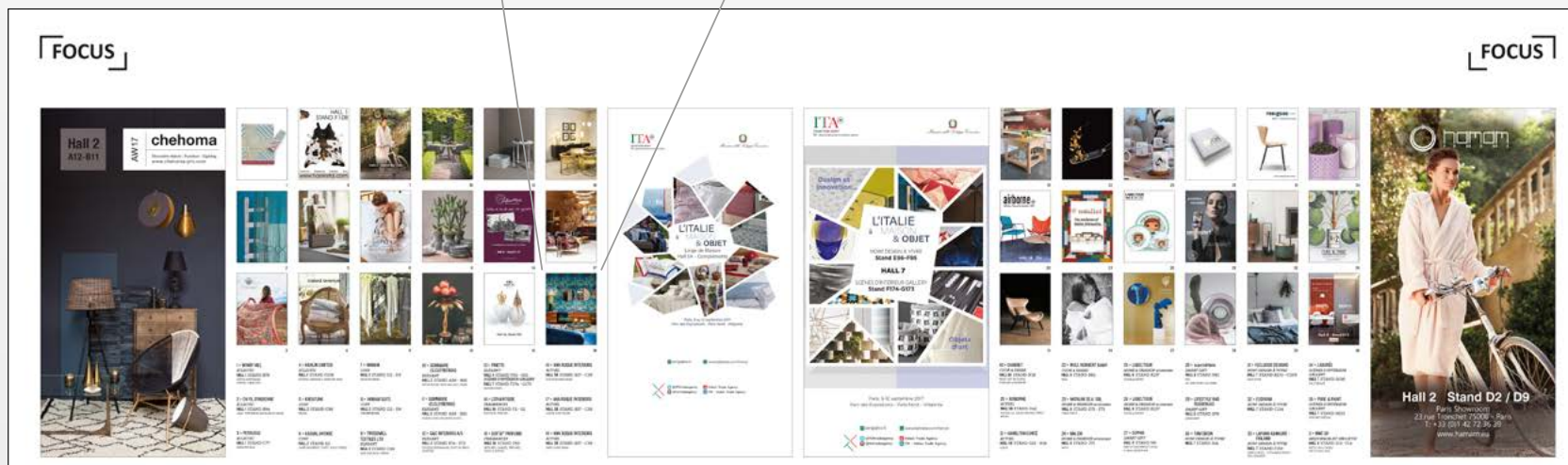
6 x focus on-site ad throughout the entire complex

Please note there are only 4 spaces available

LARGE POSTER

FOCUS ON-SITE AD

PLEASE NOTE: LIMITED SPACES



L7 m

H2 m